

March of Dimes Foundation

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Janice D. Dumsha
Division Director

May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: In the Matter of Broadcast Localism (MB Docket No. 04-233)

Dear Chairman Martin,

I am writing in support of CBS Radio, Charlotte NC and to advise of their active involvement with the March of Dimes Foundation. For the past year, V101.9, K104.7, KISS95.1, and WPEG have been strong partners and provided exemplary promotional support for our March for Babies. The goal of this initiative was to raise awareness and educate the public about the causes and prevention of premature birth, birth defects and infant mortality.

During 2008, all four (4) stations provided valuable airtime to promote March for Babies, our largest annual fundraiser. In addition to PSA placements, the stations provided public affairs programming opportunities and assigned on-air talent to host the "day of" program. They generously provided music vans at several checkpoints along the walk route and the sound system for the pre-walk stage agenda. All four stations contributed significantly to the overall success of the event in Charlotte.

CBS Radio has been instrumental in providing the listening public with information and messaging that helps improve the health of babies and mothers throughout NC. I request that the FCC allow CBS Radio to continue this valuable community service.

Sincerely,

Janice D. Dumsha

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Division Director – Greater Piedmont

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